

<i>SERFF Tracking Number:</i>	<i>AMRP-126526113</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>45072</i>
<i>Company Tracking Number:</i>	<i>09AR0543</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Plan F Tear Off Flyer</i>		
<i>Project Name/Number:</i>	<i>Plan F Tear Off Flyer/09AR0543</i>		

## Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Plan F Tear Off Flyer	SERFF Tr Num: AMRP-126526113	State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010	SERFF Status: Closed-Filed-Closed	State Tr Num: 45072
Sub-TOI: MS08I.005 Plan F (Basic) 2010	Co Tr Num: 09AR0543	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Stephanie Fowler
	Authors: Andrea Davey, Kerin Overturf, Brandy Horton	Disposition Date: 03/22/2010
	Date Submitted: 03/03/2010	Disposition Status: Filed-Closed
Implementation Date Requested: On Approval		Implementation Date:
State Filing Description:		

## General Information

Project Name: Plan F Tear Off Flyer	Status of Filing in Domicile: Authorized
Project Number: 09AR0543	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 03/22/2010	Explanation for Other Group Market Type:
	State Status Changed: 03/22/2010
Deemer Date:	Created By: Andrea Davey
Submitted By: Andrea Davey	Corresponding Filing Tracking Number:
Filing Description:	
Re Individual Medicare Supplement Advertising	

Z-2554

We are enclosing the above referenced form for your review and approval. This form is new and is not intended to replace any form currently in use. This advertisement is a lead generating device and will be used in the solicitation of our Individual Medicare Supplement plans.

SERFF Tracking Number: AMRP-126526113 State: Arkansas  
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 45072  
 Company Tracking Number: 09AR0543  
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
 Standard Plans 2010  
 Product Name: Plan F Tear Off Flyer  
 Project Name/Number: Plan F Tear Off Flyer/09AR0543

We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review process, please feel free to contact me at 1-800-247-2190, ext. 2006.

Thank you.

## Company and Contact

### Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com  
 601 6th Ave 515-245-2006 [Phone]  
 Des Moines, IA 50334 515-245-2391 [FAX]

### Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska  
 P O Box 2780 Group Code: 3527 Company Type: Life and Health  
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:  
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? Yes  
 Fee Explanation: 1 filing @ \$50/filing = \$50  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	03/03/2010	34572728



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TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010	Sub-TOI:	MS08I.005 Plan F (Basic) 2010
Product Name:	Plan F Tear Off Flyer		
Project Name/Number:	Plan F Tear Off Flyer/09AR0543		

## Disposition

Disposition Date: 03/22/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<i>Company Tracking Number:</i>	<i>09AR0543</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	Plan F Tear Off Flyer	Filed	Yes

SERFF Tracking Number: AMRP-126526113 State: Arkansas

Filing Company: American Republic Corp Insurance Company State Tracking Number: 45072

Company Tracking Number: 09AR0543

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
Standard Plans 2010

Product Name: Plan F Tear Off Flyer

Project Name/Number: Plan F Tear Off Flyer/09AR0543

## Form Schedule

Lead Form Number: Z-2554

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/22/2010	Z-2554	Advertising Plan F Tear Off Flyer Initial				Z-2554 Bracketed.pdf



# IMPORTANT NOTICE FOR MEDICARE PARTICIPANTS



Would you like to lock in the  
**most comprehensive**  
**Medicare benefits** on the market ...

... at economical rates with special discounts  
to **drive costs even lower?**

Let me show you how Plan F from American Republic Corp Insurance  
Company can give you the best of both worlds.

With this Medicare Supplement plan you'll get peace-of-mind protection  
paired with money-saving rates to help protect your hard-earned savings.



Just call today and I can tell you more  
about the benefits, costs and limits.

**[(XXX) XXX-XXXX]**  
**[Agent Name]**

As your local American Republic Corp Insurance Company licensed representative, I can  
answer questions you may have about Medicare, your Medicare supplement and coverage from  
American Republic Corp Insurance Company including benefits, costs and limitations.

**Not connected with or endorsed by the United States government or the federal Medicare program.**

This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, LA, MI, MN, MS, MO, NH, OK, OR, PA, SD, TX  
and WI, coverage available to qualified Medicare beneficiaries under age 65.

© [2010] American Republic Corp Insurance Company, Omaha, Nebraska 68164, [1-866-705-9100]

Forms: A-3101AC; in MO, A-3101AC-MO; in OK, A-3101AC-OK; in PA, A-3101AC-PA; in TN, A-3101AC-TN



Z-2554

[07 114 3224 0110 US]

See how low your Medicare  
supplement rates could go:

**[Agent Name]**  
**[(XXX) XXX-XXXX]**



See how low your Medicare  
supplement rates could go:

**[Agent Name]**  
**[(XXX) XXX-XXXX]**



See how low your Medicare  
supplement rates could go:

**[Agent Name]**  
**[(XXX) XXX-XXXX]**



See how low your Medicare  
supplement rates could go:

**[Agent Name]**  
**[(XXX) XXX-XXXX]**



See how low your Medicare  
supplement rates could go:

**[Agent Name]**  
**[(XXX) XXX-XXXX]**



See how low your Medicare  
supplement rates could go:

**[Agent Name]**  
**[(XXX) XXX-XXXX]**

